

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Involving Minorities in Water Conservation

Presented by

Nicole Lise and Diana Diaz

Community Outreach Team

SNWA Public Information

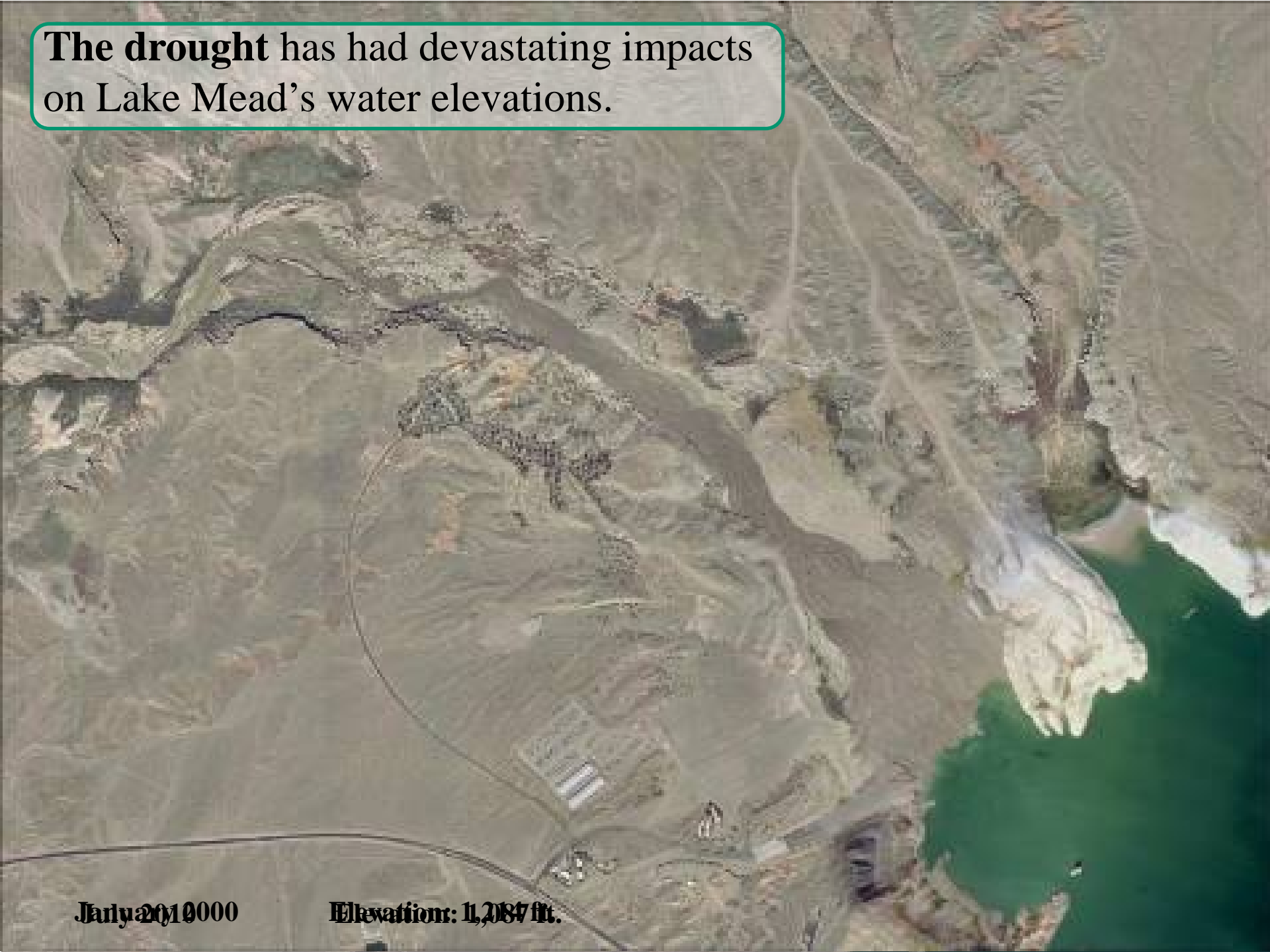
Arturo Castro

HCI Advertising





The drought has had devastating impacts on Lake Mead's water elevations.



July 2010

Elevation: 1,087 ft.

Minority Outreach: Why is it necessary?

MINORITY OUTREACH

- General Outreach works....to a point.
- African-Americans – Received conservation message, but had water quality concerns.
- Hispanics – Were not taking action on English language conservation messaging.

Minority Outreach

- Minority Outreach/Marketing *is* necessary.
- But....it's not an exact science or process:



African-American Outreach

African-American Outreach

- SNWA sponsored research revealed low water safety ratings in this community
- General water safety/quality campaigns not reaching this segment of the population
- Targeted outreach campaign developed and included: radio, television and print campaigns.

African-American Outreach

**She gives our
water a pop quiz,
once every week.**

Yvetta Kennedy takes her water seriously. After all, she's one of the highly trained employees and private sector volunteers who meet weekly to assess our valley's water.

Yvetta is on the front line, helping to ensure that our water supply meets or surpasses all federal drinking water standards.

To learn more about how our water is treated and tested for safety, contact the Southern Nevada Water Authority.

Go to snwa.com,
or call 258-3930.



Selecting a Spokesperson:

Yvetta Kennedy

Water District employee

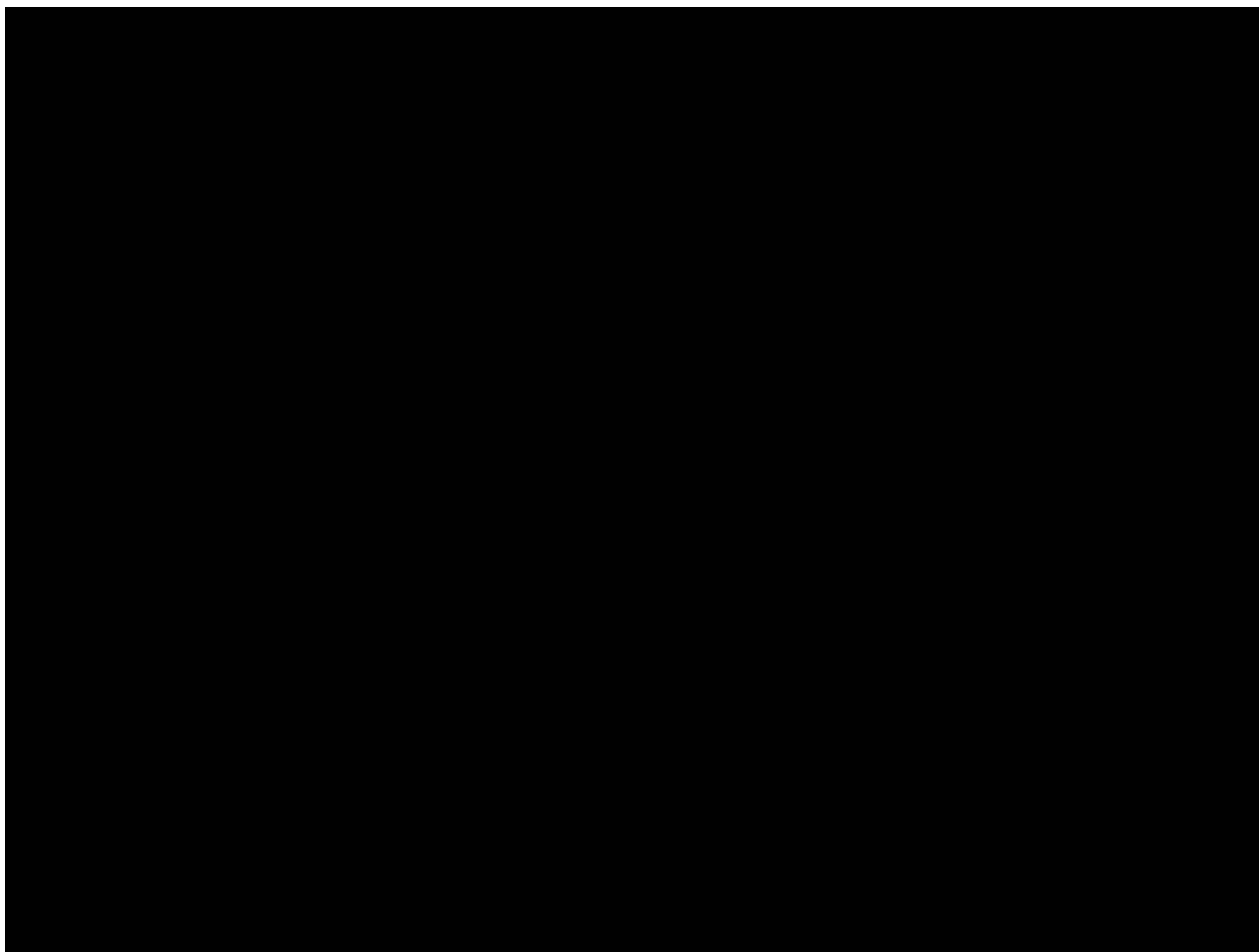
Water Flavor Panel Member

25 years of experience

Native Las Vegas

Family-oriented





African American Outreach

Focus Group Sessions

Purpose – to gauge effectiveness of television, radio and print campaigns. Also, follow-up on research results.

Participants – African-American men and women, 25-65 years old

Consultant – Local African-American advertising agency



African American Outreach

Results

Six months after initiation of campaign, SNWA sponsored phone research showed a 3 point increase in the African-American water safety rating.

Research also showed high recognition of campaign spokesperson and message among all racial groups.

Asian-American Outreach

Asian-American Outreach

- Extremely diverse group. Major ethnicities in Las Vegas include: Filipino, Chinese, Korean, Indian, Hawaiian, and Vietnamese.
- Educated, majority bilingual. Family-oriented.
- Ratings on conservation and water quality/safety tie-in closely to general population.

Asian-American Outreach

- Participate in events sponsored by local Asian-American organizations such as Chinese and Vietnamese New Year's festivals.
- Support Asian Chamber of Commerce. Present regular updates at monthly luncheon.
- Build relationships with heads of local Asian organizations and media such as the Asian Journal, the Organization of Chinese Americans and the Filipino Chamber of Commerce.

Hispanic Outreach

Presented by

Diana Diaz and Arturo Castro

Hispanic
Marketing
is about understanding the
**HISPANIC
CULTURE**

SNWA Implements an extensive Hispanic Outreach Program

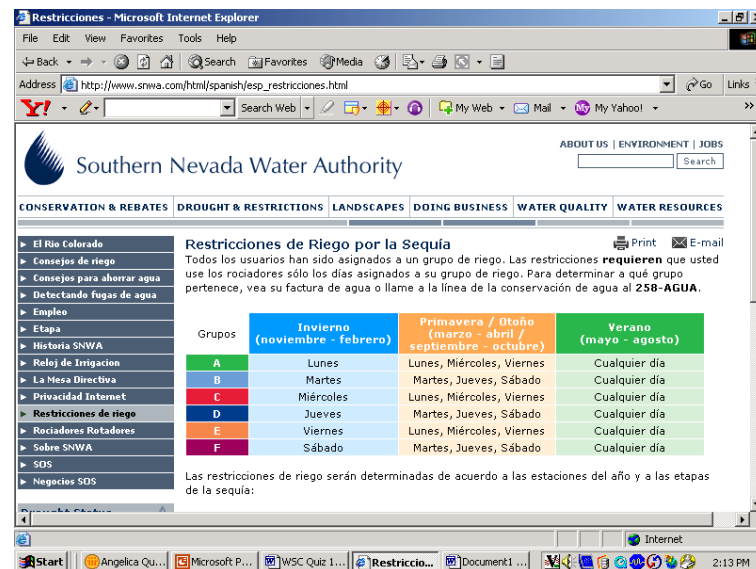
- Participation in Hispanic Organizations
- Participation in Hispanic events



Developed Spanish Materials

- Spanish informational brochures
- Website
- Spanish Helpline

Restricciones de Riego Obligatorias			
Es obligatorio que obedezca las restricciones de riego. Si no sabe a qué grupo de riego pertenece, vea su factura, visite SNWAenespanol.com o llame a su proveedor de agua. Coloque este horario cerca del reloj de su sistema de riego.			
Grupos	Invierno noviembre - febrero	Primavera / Otoño marzo - abril / septiembre - octubre	Verano mayo - agosto
A	Lunes	Lunes, Miércoles, Viernes	Cualquier día
B	Martes	Martes, Jueves, Sábado	Cualquier día
C	Miércoles	Lunes, Miércoles, Viernes	Cualquier día
D	Jueves	Martes, Jueves, Sábado	Cualquier día
E	Viernes	Lunes, Miércoles, Viernes	Cualquier día
F	Sábado	Martes, Jueves, Sábado	Cualquier día



SNWAenespanol.com

702.258.AGUA



Partnership with Spanish media

- Television
- Radio
- Print



Advertisement

Not all of the advertisements that are created in English are then translated into Spanish.
You need to take into consideration your target audience's culture.



ARTURO CASTRO

HCI ADVERTISING

Questions?



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HISPANA
COMMUNICATION
INTEGRAL



Southern Nevada
Water Authority

WATER CONSERVATION

HISPANIC ADVERTISING CAMPAIGN 2004

October 16, 2003



Background

THE HISPANIC 2003 FOCUS GROUP RESULTS

1. THERE IS NO REAL AWARENESS ON HOW SEVERE AND DRAMATIC THE DROUGHT PROBLEM IS. THERE IS A PERCEPTION OF ABUNDANCE
2. MOST USERS ARE NOT AWARE OF THE FACT THAT 70% OF THE WATER IS USED OUTSIDE THE HOME, IN THEIR LANDSCAPE
3. MOST PEOPLE REFERRED TO THE FACT THAT THEIR WATER CONSERVATION EFFORTS ARE DONE INDOORS, WITHOUT KNOWLEDGE THAT THE INDOOR WATER USE IS RECYCLABLE



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Background

4. HISPANICS DID NOT “RECALL” TRANSLATED WATER CONSERVATION ADS

5. MOST PARTICIPANTS DID NOT KNOW WHAT XERISCAPE IS, BUT THEY DO THINK THAT CHANGING TO DESERT LANDSCAPING IS ONE OF THE BEST WAYS TO SAVE WATER

6- THERE IS A LACK OF COMMUNICATION TO THE HISPANIC COMMUNITY

7. AS A CONSEQUENCE, THERE IS NO COMMITMENT, INVOLVEMENT, OR ENGAGING IN ANY OF THE WATER CONSERVATION PROGRAMS



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Water Authority

Target Group

Demographics

PRIMARY:

- HISPANICS OF ALL AGES AND ECONOMIC LEVELS LIVING IN SOUTHERN NEVADA

SECONDARY:

- SCHOOLS
- HOTEL / GAMING INDUSTRIES
- HOSPITALS
- GOVERNMENT ORGANIZATIONS
- BUSINESSES
- CORPORATIONS



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Target Group

Psychographics

HISPANICS REMEMBER

HOW SCARCE WATER IS IN THEIR NATIVE COUNTRIES

AND THEY DON'T WANT TO LIVE THROUGH THAT AGAIN



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Communication Objectives

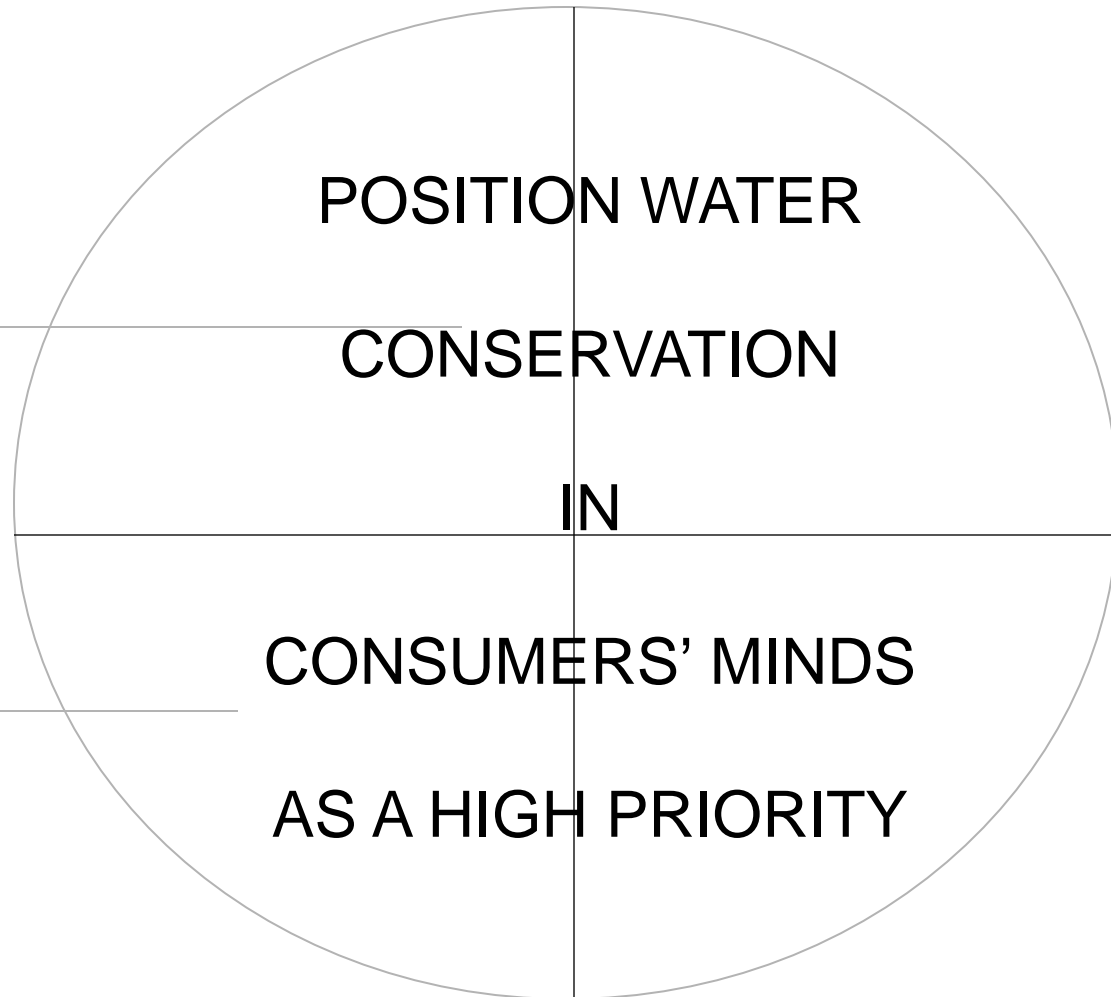
- CREATE AWARENESS ON HOW SEVERE THE DROUGHT PROBLEM IS
- EDUCATE TARGET GROUPS ON WHAT THEY SHOULD DO TO BETTER CONSERVE WATER
- CREATE A “GOODWILL” CAMPAIGN THAT INVOLVES EVERYONE AND MAKES THEM WANT TO “SAVE WATER”
- INVOLVE THE ENTIRE COMMUNITY AND GENERATE COMMITMENT AND SOLIDARITY



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Positioning



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Campaign Strategy

**To create a universal “umbrella” concept
with 4 tactics:**

- *Awareness Campaign* to raise up the level of consciousness of the entire community
- *Educational Campaign* what to do exactly to get a win-win result
- *Commitment Campaign* to create a strong participation from the Latino community
- *Celebrities Campaign* in order to Trigger Solidarity and Involvement at all levels



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Creative Concept

“S. O .S.”

***For the Water
Conservation!***



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TV ads

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AWARENES CAMPAIGN



Results

Southern Nevada Water Authority
calls

increased to the Helpline by

462%

Water smart Landscape Rebate Program



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Thank you!



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Print



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¡Aguas!

NO dejes
que me AGOTE!



Estamos atravesando por la peor sequía de los últimos años.
El Lago Mead ha perdido 3 trillones de galones de agua
y sin embargo, hay gente que gasta el agua a pasto.
Por eso queremos pedirte que combines tu pasto, con un bellissimo
Xeriscape (jardín de desierto)



Southern Nevada
Water Authority

www.snwa.com

Tel. 258-AGUA

UNETE A LA CRUZADA POR LA CONSERVACION DEL AGUA EN EL SUR DE NEVADA

WATCH OUT!

DON'T LET ME
DIMINISH!



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UNETE
A LA CRUZADA POR LA CONSERVACION
DEL AGUA
EN EL SUR DE NEVADA

UNITE TO THE CRUSADE
FOR WATER CONSERVATION
IN SOUTHERN NEVADA



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Ponte la Camiseta!



NO dejes
que me AGOTE!

“Put on the T-Shirt”
(COMMIT TO CONSERVE)

DON'T LET ME
DIMINISH!



Southern Nevada
Water Authority
www.snwa.com

Tel. 258-AGUA

UNETE A LA CRUZADA POR LA CONSERVACION DEL AGUA EN EL SUR DE NEVADA



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S.O.S. Kids



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UNETE A LA CRUZADA POR LA CONSERVACION DEL AGUA EN EL SUR DE NEVADA



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En Las Vegas, si cuidamos el agua, todos salimos ganando



Estos son los pasos para cuidar el agua:

- 1.- No gastes el agua a pasto.
 - Combina tu pasto con un bellissimo Xeriscape.
 - Recuerda que el pasto consume 5 veces más agua que otras plantas.
 - Gana un dólar por cada pie cuadrado de pasto que substituyas.
- 2.- Riega sólo en los horarios y tiempos permitidos.
- 3.-Ajusta los relojes de los rociadores.
- 4.-Checa fugas y goteras, dentro y fuera de la casa.
- 5.-Inspira a todos tus familiares y amigos para que cuiden el agua.



Southern Nevada
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www.snwa.com
Tel. 258-AGUA

“WINNERS”

(If we take care of the water
in Las Vegas, We all Win!)



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